

Message Text

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PAGE 01 DHAHRA 00965 150832Z
ACTION NEA-10

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USDOC PASS COPIES TO CAGNE (WANDA ALE AND PETER EDMONDS)

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: REQUEST FOR STATUS OF TOMMY LIFT GATES SHIPMENT

REF: DHAHRAN 0541, (PARAGRAPH 6)

1. RAY ALISIO, AMERICAN MANAGER OF M. A. AL-HASSAN
ESTABLISHMENT HAS APPROACHED POST TO GAIN OUR ASSISTANCE
IN PRYING INITIAL ORDER OF 15 TOMMY LIFT GATES FROM COMPANY
PRODUCING PRODUCT: WOODBINE MANUFACTURING, WOODBINE,
IOWA (TEL: 712
-647-2050). DELAYED SHIPMENT OF TOMMY GATES
(WHICH CONVERT AMERICAN AND JAPANESE PICKUPS TO HAVE HYDRAULIC
TAIL GATE) IS OF MORE THAN PASSING INTEREST TO POST FOR
FOLLOWING REASONS:

(A) IOWA COMPANY'S PRODUCT APPEARS TO HAVE VERY GOOD SALES
POTENTIAL IN SAUDI ARABIA WHERE RATIO OF PICKUPS TO OTHER
TYPES OF MOTOR VEHICLES MUST BE AMONG HIGHEST IN THE WORLD.

(B) COMPANY'S PRODUCTS WERE INTRODUCED TO SAUDI ARABIA
IN MAY WHEN REPRESENTATIVE OF WOODBINE WAS MEMBER OF
IOWA IOGA TRADE MISSION. POST FEELS RESPONSIBLE TO HASSAN
ESTAB. IN EARLY STAGE OF ITS RELATIONSHIP WITH WOODBINE
IT ARRANGED APPOINTMENTS FOR WOODBINE REP WHILE HE WAS
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IN DHAHRAN AS IOWA TRADE MISSION MEMBER. IN THAT REGARD
POST SUGGESTS THAT CONTENTS OF THIS MESSAGE BE PASSED
TO DEAN ARBUCKLE, (TEL: 515-281-3270) WHO WAS IOWA
DEVELOPMENT COMMISSION REP ON IOWA TRADE MISSION TO SAUDI
ARABIA, AS HE SHOULD BE ABLE TO AID CAGNE IN RESOLVING TRADE
PROBLEM BETWEEN WOODBINE AND HASSAN ESTAB.
(C) ALISIO RECENTLY TOOK OVER MANAGEMENT OF HASSAN ESTAB. AND

POST BELIEVES HE HAS POTENTIAL TO BE POWERFUL GENERATOR OF AMERICAN IMPORTS INTO SAUDI ECONOMY. CONSEQUENTLY POST WISHES TO SUPPORT AND ENCOURAGE HIS EFFORTS TO EXTENT THAT HE EASILY SECURES THE US PRODUCTS HE REQUIRES IN ORDER TO MAKE SALES.

2. ALISIO EXPLAINS THAT HE DISCUSSED HASSAN ESTAB ORDER OF TOMMY GATE IN EARLY JULY TELCON WITH WODBINE'S GENERAL MANAGER, JERRY MATISON, AND WAS ADVISED SHIPMENT FROM IOWA WAS MADE ON JUNE 29. HOWEVER, THUS FAR, SAUDI COMPANY HAS NOT RECEIVED SHIPPING DOCUMENTS OR ADVICE INDICATING THAT SHIPMENT HAS TAKEN PLACE. FURTHERMORE, HASSAN ESTAB'S BANKER REPORTS THAT THE LETTER OF CREDIT COVERING THIS TRANSACTION HAS NOT BEEN CLEARED AGAINST PRESENTATION OF SHIPPING DOCUMENTS THROUGH WOODBINE'S BANK.

3. ALISIO NOTES, WITH CONSIDERABLE ANGUISH, THAT THIS FIRST TRIAL ORDER HAS BEEN SO DELAYED AND WITH SHIPMENT INFORMATION LACKING HE RUNS RISK OF LOSING SALES HE HAS ALREADY MADE. ACCORDING TO ALISIO, OWNER OF HASSAN ESTAB HAS SHOWN CONSIDERABLE INITIATIVE IN INTRODUCING TOMMY GATES THROUGH APPROPRIATE SAUDI GOVERNMENT AGENCIES. FOR INSTANCE, THE MUNICIPALITIES IN DAMMAM AND ALKHOBAR HAVE PLACED TRIAL ORDERS OF FIVE UNITS EACH AND ARE ANXIOUSLY AWAITING DELIVERY TO TEST PRODUCT BEFORE MAKING

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DECISION TO PURCHASE ADDITIONAL UNITS FOR THEIR SIZEABLE FLEETS OF PICKUPS. LIKEWISE, ALISIO HAS DISCOVERED THAT SAG'S MINISTRY OF DEFENSE OFFERS CONSIDERABLE POTENTIAL FOR SALES BUT AL HASSAN REQUIRES DELIVERY OF INITIAL ORDER AND FIRM ASSURANCEY THAT FUTURE ORDERS WILL BE PROMPTLY FILLED BEFORE SAUDI COMPANY WILL SEEK TO TAP WHAT COULD BE LUCRATIVE MARKET FOR WOODBINE'S TOMMY GATE.

4. APPRECIATE CAGNE REPLY REGARDING STATUS OF SHIPMENT. PLEASE PROVIDE NAME OF VESSEL AND OTHER SHIPMENT

DETAILS. ALSO, ALISIO REQUESTS ASSESSMENT OF WOODBINE'S CAPACITY TO FILL FUTURE ORDERS HE MIGHT SECURE. HE COMMENTS THAT THERE IS NO SENSE HIS WORKING HARD TO MAKE SIZEABLE SALES OF TOMMY GATE IF WOODBINE WILL AGAIN PROCRASTINATE AND DELAY SHIPMENT OF ITS PRODUCT.

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